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<b>PATENT - POWER OF ATTORNEY OR REVOCATION OF POWER OF ATTORNEY WITH A NEW POWER OF ATTORNEY AND CHANGE OF CORRESPONDENCE ADDRESS</b>	Patent Number	7,092,918
	Issue Date	August 15, 2006
	First Named Inventor	Phil Delurgio
	Title	Apparatus for Merchandise Price Optimization
	Attorney Docket Number	DT-0101

I hereby revoke all previous powers of attorney given in the above-identified patent.

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## SIGNATURE of Inventor or Patent Owner

Signature	<i>Mark Culhane</i>	Date	8/14/10
Name	Mark Culhane	Telephone	650-645-7100
Title and Company	Chief Financial Officer, DemandTec, Inc.		

**NOTE:** Signatures of all the inventors or patent owners of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below\*.

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